

*350th Anniversary
Celebration Committee Minutes
September 8, 2021*

MEETING AGENDA

Call to Order

Committee Member Roles Confirmed

Celebration Logo

Celebration Criteria/Timeline

Funding (continuing discussion)

Ideas to Explore (continuing discussion)

Adjournment

CALL TO ORDER

- The meeting was called to order at ~ 6:45 pm by Jon Swift.
- Kathy agreed to take meeting notes.
- A sign-in sheet was passed around to record all in attendance:

- ☒ Margery Kimpton
- ☒ David Kimpton
- ☒ Jon Crandall
- ☒ Jon Swift
- ☒ Erica Flynn
- ☒ Kathy Sniezek
- ☒ Debbie Courtney*
- ☐ Anne Farina
- ☐ Sue Fayne
- ☐ Tracey O'Neill
- ☐ Catherine Reynolds

COMMITTEE MEMBER ROLES CONFIRMED

- Tiffany Naughton stepped down from the Committee just prior to the meeting. A request was sent to Carol Skerrett and Jake Voelker to allow another resident to join the Committee to fill the vacancy left by Tiffany's departure.
- * One member of the public, Debbie Courtney, was present and participated in the meeting.
- Prior to the meeting, it was proposed that for each meeting the Committee publish a high-level version of the Minutes to be posted/shared with public and Steering Committee Working Notes with the supporting detail for use by the Committee. The minutes from the 8/25/21 meeting were formatted in this manner.

→ ☐ The following was proposed and should be confirmed before or at the next meeting:

- Tracey (as Meeting Recorder) will provide first draft of meeting minutes and incorporate Committee input
- Tracey/Anne will partition draft into Working Notes and Meeting Minutes
- Sue Fayne will capture action items and draft and maintain an Action Plan

- ☐ Kathy will set up/share a Google Drive folder; all Committee documents/materials should be uploaded here
- The Committee discussed the formation of subcommittees for various tasks and events and agreed that subcommittee reporting will be similar to Committee reporting with one line included in the Minutes and more detail in a labeled section of the Working Notes.
- Meeting frequency: for the near future, the Committee agreed to meet biweekly. Once activities and subcommittees are underway, the Committee agreed to meet monthly.
- ☐ Anne Farina submitted the following for the Committee's consideration which did not make it into the discussion: "Could the team discuss maybe having a weekend mega planning session? Evenings might be hard for parents. A Sunday afternoon might be more relaxed?"

CELEBRATION LOGO

- Two logo concepts were presented to the Committee for consideration. The majority chose Concept #1 and suggested some modifications.
- ☐ Kathy will bring a modified version at the next Committee meeting for a final vote.

CELEBRATION CRITERIA/TIMELINE

- **WHO:** The Committee decided that events should primarily be inclusive of Dunstable residents only in order for all residents to have the opportunity to participate in the anniversary celebration. Neighboring towns will be invited to certain identified paid and/or sponsored events.
- **WHEN:** The Committee agreed that Saturday, October 15, 2022 should be the kickoff to the Anniversary Celebration, as it is exactly one year before the official 350th anniversary date. There may be an Octoberfest event scheduled or created by the Committee that the kickoff can be tied into.
- ☐ Kathy will follow up on confirmation of event during that timeframe.
- **HOW:** The Committee agreed that the Committee should identify and recruit volunteers and resources vs. sending out a general shout for help.

FUNDING

- The Committee discussed establishing a baseline budget to help determine activities to pursue and fundraising requirements.
- Funding from Town Budget and local/federal government:
 - ☐ We will have to approach the Advisory Board for inclusion in the 2023 budget.
 - ☐ Erica will continue to research possible grant opportunities, use of Town CPA funds, and research funding from the Cultural Council and Advisory Committee. As a point of reference, the Cultural Council's budget for events is \$4500/year.

- Funding (sponsorships and/or donations) from local organizations: The Committee agreed that local business, organization, family, and individual sponsorships and donations should be pursued for various events. Sponsorships may be tiered, e.g., Bronze, Gold, Platinum levels could be established.
 - ☐ Erica will ask Jake to set up an account for donations.
 - ☐ Kathy will research local and federal government funding opportunities.
- Funding (sponsorships and/or donations from local organizations) Other sponsorships/donations: The Committee agreed that local business, organization, family, and individual sponsorships and donations should be pursued for various events. Sponsorships may be tiered, e.g., Bronze, Gold, Platinum levels could be established.
 - ☐ Kathy will draft a list of local businesses and organizations to contact for sponsorship opportunities

IDEAS TO EXPLORE

The Committee discussed previous and new ideas for events and sponsorship/fundraising opportunities.

- Merchandise to pre-sell to raise money and awareness of Anniversary celebration
 - Kids/adult T-shirts with Anniversary logo: sold at Tully Farm store, Farmhouse Café, other locations & events
 - Christmas ornaments with logo, local landmarks: sold with Boy Scouts wreaths, Rose of Sharon, other locations
 - ☐ Research resources for producing merchandise
 - ☐ Price out items in various quantities
 - ☐ Engage local artisans to craft items to sell
- 350th Anniversary booth at 2022 Summer Concerts
 - Sell T-shirts with Anniversary logo
 - Promote Anniversary events to begin in October 2022
 - ☐ Check with Catherine Reynolds/Concert Committee re: permission to host booth at 2022 concerts
- Town Parade (possibly Summer 2023)
 - Floats, local organizations, tractors, possibly Clydesdale Horses
 - ☐ Erica has contact
- Foot Races, Bike Races
 - Fun Run, Bike or 5K events – target Spring 2022; charge ~\$20 registration fee
 - Have local organizations sponsor; promote logos on back of T-shirts
 - ☐ Debbie Courtney to talk with contact for details
- Art Exhibition
 - Charge \$20-\$25 entry fee or require donation of a piece (that we can sell)
 - Exhibition could be opened up to local towns
 - Exhibition could be held at Little Red School House, DPL Community Room, elsewhere

- “Fritz Wetherbee” video vignettes – Getting to Know Dunstable
 - Dave K. as Fritz; will roam Dunstable with videographer friend
 - Vignettes on historical homes and events, landmarks, glacial topography, hot spots/mysteries
 - Post vignettes incrementally on social channels
 - Create compilation CD available to schools, through DPL, at local businesses
 - ☐ Dave will secure videographer and determine cost(s) per vignette or set
 - ☐ Margery and Dave will firm up list of potential topics/locations for Committee to discuss
- Ball/Dance Event
 - Under tent at center Gazebo or Larter Field; or indoors @ Alpine Grove, Sky Meadow, Nashua Country club
 - ☐ Erica has contact at Christian Party Rental
- Scavenger Hunt (Dunstable-specific)
 - Kimpton’s suggestion: Residents get a checklist of obscure and interesting landmarks throughout Dunstable and have 2 weeks to find and snap photos of them. Winner(s) get a gift card or other prize (e.g., ride on a float in the anniversary parade)
 - Could be an online activity using iPhones/Androids
 - ☐ Margery is following up on contact who did this in Hudson
- Fireworks, bonfire in Town Center
 - ☐ Erica has contact for fireworks
- Gastronomical event(s) featuring Dunstable chefs/bakers
 - Competitions: a kids’ event (e.g., MasterChef Junior), an adult event (e.g., Last Cake Standing)
 - Host an International Food Expo
 - Possible candidate to participate: new town center neighbor is a French chef who plans to open a charcuterie
- DRLT calendar
 - Anniversary edition for 2023?
- Beard Competition
 - Fundraiser with panel of judges who determine best groomed, most creative, etc.
 - ☐ Dave(?) to talk with Tim Chase and Ray Sullivan to run the competition
- “Get Out Of Jail Free” card contest
 - Fundraiser: we put prominent resident in “jail” and folks buy tickets to get them out
 - ☐ Dave to talk with Chief Dow

PROMOTION

- The Committee agreed that we should establish one contact to funnel all communications to/from the Committee.
 - ☐ Kathy to see if "@dunstable-ma.gov email alias can be set up
 - ☐ Inquiries will be vetted with Committee and responded to by Catherine, Kathy, or other designee
- Facebook: Create Anniversary page, cross-promote activities and news on Dunstable page(s)
- Nextdoor.com: Post activities and events in main news stream and on community calendar
- Town website: Post activities on community calendar
 - ☐ Catherine Reynolds to own
- Invite Dunstable residents to submit their old photos for Anniversary Celebration
 - A way to generate excitement and gather materials for slide show(s), CD, posters, etc.
 - ☐ Determine timing of request
 - ☐ Can collect via Kudoboard which is sharable immediately and accessible to all with computer

OTHER NOTES

- Anne Farina forwarded the following suggestions prior to the meeting which were not addressed:
 - Suggestion to spotlight Ellen Swallow Richards and to also contact MIT as "Ellen was quite the super star. Maybe they can come during the celebration week and put on some programming."
 - Suggestion to consider reaching out to, and including, the local First Nation peoples. There were a few Nashua River tribes.
 - ☐ Include these in the discussion at the next meeting.
- The Committee proposed that the next meeting be September 22, 2021 at 6:30 pm.
 - ☐ Kathy will secure meeting room with Jake.